

DECLARATION and POWER OF ATTORNEY

Attorney's Docket No.: US028008

As a below named inventor, I hereby declare that.

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled "ALTERNATIVE ADVERTISING" the specification of which is attached hereto.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by the amendment(s) referred to above.

I acknowledge the duty to disclose information which is material to the patentability of this application in accordance with Title 37, Code of Federal Regulation, 1.56(a).

I hereby claim foreign priority benefits under Title 35, United States Code, 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

PRIOR FOREIGN APPLICATION(S)

COUNTRY	APPLICATION NUMBER	DATE OF FILING (DAY, MONTH, YEAR)	PRIORITY CLAIMED UNDER 35 U.S.C. 119

I hereby claim the benefit under Title 35, United States Code, 120 of any United States application (s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35 United States Code, 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

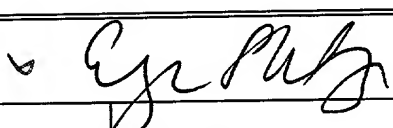
PRIOR UNITED STATES APPLICATION(S)

APPLICATION SERIAL NUMBER	FILING DATE	STATUS (PATENTED, PENDING, ABANDONED)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. (list name and registration number)

Michael E. Marion, Reg. No. 32,266
Michael E. Schmitt, Reg. No. 36,921

SEND CORRESPONDENCE TO: Corporate Patent Counsel; Philips Electronics North America Corporation; 580 White Plains Road; Tarrytown, NY 10591		DIRECT TELEPHONE CALLS TO: Gwenaëlle Le Pennec (408) 617-4837		
Dated: <input checked="" type="checkbox"/> 02-05-02		INVENTOR'S SIGNATURE: 		
Full Name of Inventor	Last Name SHTEYN	FIRST NAME YEVGENIY	Middle Name EUGENE	
Residence & Citizenship	City CUPERTINO	STATE OR FOREIGN COUNTRY CALIFORNIA	Country of Citizenship UNITED STATES	
Post Office Address	Street 21820 GARDENVIEW LANE	CITY CUPERTINO	State or Country CALIFORNIA	Zip Code 95014

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of
YEVGENIY EUGENE SHTEYN

Atty. Docket
US028008

Filed: CONCURRENTLY
Title: ALTERNATIVE ADVERTISING

Commissioner for Patents, Washington, D.C. 20231

APPOINTMENT OF ASSOCIATES

Sir:

The undersigned Attorney of Record hereby revokes all prior appointments (if any) of Associate Attorneys, Agents, or Persons with Limited Recognition in the above-captioned case and appoints as his Associate(s):

THEODORUS N. MAK	(Limited Recognition Under 37 CFR 10.9(b))
PETER L. VERDONK	(Limited Recognition Under 37 CFR 10.9(b))
GWENAELE LE PENNEC	(Limited Recognition Under 37 CFR 10.9(b))
EDWARD BLOCKER	(Registration No. 30,245)
HAROLD TSIANG	(Registration No. 35,721)
PETER ZAWILSKI	(Registration No. 43,305)
KEVIN FORTIN	(Registration No. 35,140) and
CHRISTOPHER HORGAN	(Registration No. 40,394)

c/o Philips Electronics North America Corporation, Corporate Intellectual Property, 580 White Plains Road, Tarrytown, New York 10591-5190, with all the usual powers to prosecute the above-identified application and any division or continuation thereof, to make alterations and amendments therein, and to transact all business in the Patent and Trademark Office connected therewith.

ALL CORRESPONDENCE CONCERNING THIS APPLICATION AND THE LETTERS PATENT WHEN GRANTED SHOULD BE ADDRESSED TO THE UNDERSIGNED ATTORNEY OF RECORD.

Respectfully,



Michael E. Schmitt, Reg. 36,921
Attorney of Record

Dated at Sunnyvale, CA
on February 7, 2002.

Attachment: Limited Recognition Under 37 CFR 10.9(b)

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BEFORE THE OFFICE OF ENROLLMENT AND DISCIPLINE
UNITED STATE PATENT AND TRADEMARK OFFICE

LIMITED RECOGNITION UNDER 37 CFR § 10.9(b)

Gwenaelle Le Pennec is hereby given limited recognition under 37 CFR §10.9(b) as an employee of Philips Electronics North America Corporation, to prepare and prosecute any patent applications whose inventors by virtue of their employment have an obligation to assign the applications to Koninklijke Philips Electronics N.V. or companies owned or controlled, directly or indirectly, by Koninklijke Philips Electronics N.V., including but not limited to Philips Electronics North America Corporation (or a subsidiary thereof) and U.S. Philips Corporation, and an attorney or agent of record in the applications is a registered practitioner who is an employee of Philips Electronics North America Corporation. This limited recognition shall expire on the date appearing below, or when whichever of the following events first occurs prior to the date appearing below: (i) Gwenaelle Le Pennec ceases to lawfully reside in the United States, (ii) Gwenaelle Le Pennec's employment with Philips Electronics North America Corporation ceases or is terminated, or (iii) Gwenaelle Le Pennec ceases to remain or reside in the United States on an L-1 visa.

This document constitutes proof of such recognition. The original of this document is on file in the Office of Enrollment and Discipline of the U.S. Patent and Trademark Office.

Expires: December 11, 2002



Harry I. Moatz
Director of Enrollment and Discipline